

What Is Claimed Is:

1. A merchandising cooler comprising:
an insulated container having one or more walls enclosing an interior space;
A thermoelectric cooling module having a thermoelectric array;
means for supplying direct current to the thermoelectric array, thereby producing a cold side and a hot side; and
means for mounting the thermoelectric array in the insulated container so that one of the cold and hot sides is in thermal communication with the interior space and the other of the cold and hot sides is in thermal communication with the ambient environment;
wherein said one or more walls includes a transparent panel to facilitate viewing of contents of the insulated container.
2. The merchandising cooler of claim 1 wherein the thermoelectric cooling module is self-contained so that it can be installed in the insulated container or removed from the insulated container as a single module.
3. The merchandising cooler of claim 1 wherein the transparent panel can be opened to provide access to the contents of the insulated container.
4. The merchandising cooler of claim 3 wherein the transparent panel is hinged.
5. The merchandising cooler of claim 3 wherein the transparent panel is slidable.

6. The merchandising cooler of claim 1 wherein the thermoelectric cooling module is attached to the insulated container with one or more screws.
7. The merchandising cooler of claim 1 wherein said one or more walls includes a top and the thermoelectric cooling module is mounted in the top.
8. The merchandising cooler of claim 1 wherein said one or more walls includes at least one vertical side wall and the thermoelectric cooling module is mounted in said side wall.
9. The merchandising cooler of claim 1 wherein the insulated container has a volume larger than forty quarts, and the thermoelectric module is capable of chilling the contents of the insulated container below ambient temperatures.
10. The merchandising cooler of claim 1 wherein the contents of the insulated container are chilled to below 50 degrees Fahrenheit.
11. The merchandising cooler of claim 1 having a footprint no greater than 580 square inches.
12. A merchandising cooler comprising:
 - a thermoelectric cooling module having a thermoelectric array, a radiator and a supplemental radiator; and
 - an insulated container having a transparent portion facilitating viewing of the contents of the insulated container;
 - wherein the merchandising cooler is mountable on a countertop.
13. A method for implementing a merchandising cooler, comprising the steps of:

utilizing a thermoelectric cooling module having a thermoelectric array and a supplemental radiator coupled to chill contents of an insulated container to temperatures below ambient temperatures; and

displaying the contents of the insulated container through one or more transparent portions of the insulated container.